

**How
McBee Systems
practical data processing
boosts
Marketing
Effectiveness**



Managing Your Marketing

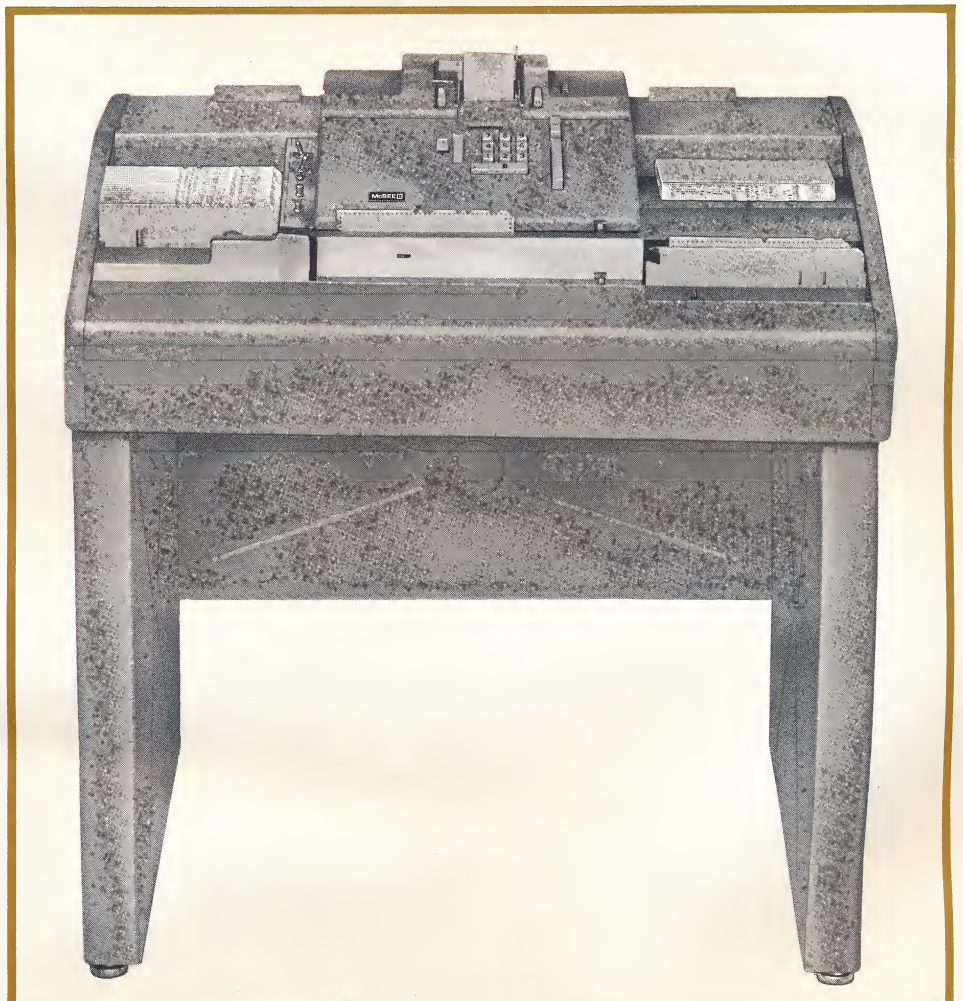
Financial executives, controllers and other administrative staff members responsible for paperwork procedures are in a unique position to make an important contribution to the company marketing function. This is because their experience with paperwork procedures can serve them in developing or selecting systems that efficiently process marketing department data, as well as generate vital marketing intelligence.

Marketing men are so often hesitant to institute any program that will involve company salesmen in any more paperwork than that already demanded of them. Even if the value of such paperwork is recognized, some means must be found to make it acceptable to the salesmen. In many cases this problem can be solved by instituting procedures that provide the desired results, but call for no more, (better yet, LESS), paperwork than before. This is entirely possible, and has been achieved by many companies.

Marketing Department Opportunities. The potential areas for contribution depend on the nature of the company's business. However, unless the firm is a "captive" producer for two or three customers, it can usually profit by regular analyses of sales. If the company engages in sales promotion activities, it will normally generate inquiries directed to the head office. If it has ten or more salesmen, a great deal can be done with properly designed call reports. These and other marketing department applications such as warranty cards, prospect and customer records, and lost business reports are all opportunities for the administrative executive.

It is possible to record and distribute a limited amount of marketing data by purely manual methods — for example by the familiar "spread sheet" method. Unfortunately this does not provide for an analysis by more than one factor — and is also not clerically feasible when the volume is large. For cross-analyses, and where a substantial number of individual items are involved, a unit record system is the most practical. However, many executives find it difficult to justify the substantial investment for tabulating equipment often proposed for marketing data processing applications. In addition, such systems require specialized operators, and the setting up of special procedures dictated by machine capabilities (or rather limitations).

The paperwork automation provided by the '360' Tab Punch/Reader makes it possible to establish management information and control systems that would not otherwise be clerically feasible for small-to-medium-sized manufacturers.



Low-Cost McBee Methods for Processing Market Data

The methods described here feature the Keysort and McBee '360' Systems — and have been proved in hundreds of successful installations all over the country. They provide the level of automation required for fast report preparation, yet are feasible from a cost and ease-of-operation standpoint for smaller manufacturers as well as medium-sized and decentralized large firms.

The unit records in a '360' System are KEYSORT cards, which come from McBee with a series of holes around their perimeters. When code-notched for appropriate factors, the cards can be quickly searched or arranged into any sequence by the Keysort method. This consists of simply inserting a Keysort needle through the hole or holes representing the desired information field in a deck of cards — and lifting. The wanted cards are immediately segregated from the rest of the deck.

Numerical information is code-punched into the body of the cards automatically — as a by-product of normal accounting control total listing. These internal codes are then read automatically and totaled from sorted cards, thus providing required analysis totals by category. Both these functions are performed by the McBee '360' Tab Punch/Reader, a unique, versatile, inexpensive data processing machine.

McBee '360' Systems provide effective unit record accounting by using *original source documents* and simplified, low-cost machines and methods.

McBee Keysort Systems offer similar advantages to McBee '360' Systems, except that automatic tabulation is not included.

NOTE: The methods presented here reflect basic approaches to the situations discussed. They incorporate accepted and proved principles and methods, but are offered as ideals for guidance only. These are the general approaches that McBee Systems Representatives take in custom-designing specific systems for each individual customer. But there is no such thing as THE McBee System. Each situation — and therefore each final system — is different. The flexibility and adaptability of McBee '360' Systems permit and encourage the Systems Representative to think out, plan and propose the best system for the situation at hand. Please bear this in mind if the approaches illustrated here are not exactly suitable for your situation.

Data accumulated by a '360' Sales Analysis System can be presented in Unit Analysis (strip) form. When collated with reports for previous periods, or current related reports, comparative and cumulative analyses can be made at a glance.

MONTH APR THIS YEAR	MONTH APR THIS YEAR	MONTH APR THIS YEAR	MONTH APR THIS YEAR	MONTH APR THIS YEAR	MONTH APR THIS YEAR	MONTH APR THIS YEAR	MONTH APR THIS YEAR	MONTH APR THIS YEAR	PRODUCT CLASS	TO DATE APR THIS YEAR
818	600	757	993	1,005	857	951	1,034	01	TAPS	3,867
47	50		125	345	512	109	239	02	DRILLS	1,148
505	315	700	380	962	840	304	826	03	DIES	3,875
118	45	65	140	234	161	196	257	04	SCREW EXTRACTORS	743
37	11	53	70	604	94	350	215	05	REAMERS	737
73	315	25	101	305			218	06	SCREW PLATES	873
120	87	28	294	281	405	150	267	07	PIPE THREADERS	821
1,380	1,424	1,829	2,240	614	701	1,000	1,149	08	GAGES	4,618
3,098	2,532	3,457	4,343	4,350	3,570	3,060	4,205		TOTAL SALES	16,682
									TRADE CLASS	
51	19	60	103	250	60	95	312	01	FEDERAL GOVERNMENT	
47	50			100	115	85		02	STATE	909
								03	COUNTY & CITY	265
98	69	60	103	350	175	180	312		TOTAL GOVERNMENT	1,174
305	315	1,000	812	1,000	950	540	1,215	04	GAS, ELECTRIC, WATER	4,289
409	280		28	120	160	291	135	05	TRANSPORTATION	185
591	1,390	25	400	220	215	329	391	06	COMMUNICATION	1,563
1,305	1,985	1,025	1,240	1,340	1,325	1,160	1,741		TOTAL UTILITIES	6,037
		200	248	107	608	510	218	11	AVIATION	952
			63	443	327		72	12	AUTOMOTIVE	219
110			19	177		70	187	13	AGRICULTURAL IMPLEMENTS	654
185	110		603			30		14	BUILDING EQUIPMENT	575
241	22	100	300	209	27	300	32	15	ELECTRICAL EQUIPMENT	167
205	25	95	175	571	100	111		16	HOUSEHOLD EQUIPMENT	
176			324		91	89		17	IRON & STEEL	
70		100			109		316	18	MACH'Y & MACH. TOOLS	736
								19	MARINE & SHIP BLDG.	
108	100	539	201	110	75	400		20	METAL MINING & MFG.	569
				50			215	21	OFFICE & STORE EQUIP.	215
		100	93	60	25		137	22	PLASTIC PRODUCTS	1,101
	20		200		202			23	PETROLEUM, GAS, COAL	272
		15	7				183	24	TEXTILES	
	28	251			44		77	25	TRANSPORTATION EQUIP.	358
								26	OTHER MANUFACTURING	291
1,095	305	1,400	1,630	2,330	1,608	1,510	1,437		TOTAL MANUFACTURING	6,109
450	72	570	930	330	202	100		31	MAIL ORDER	
								32	CHAIN STORES	
150		282	200		260	110	315	33	WHOLESALESALES	2,002
	101	120	240				400	34	JOBBERS	1,360
600	173	972	1,370	330	462	210	715		TOTAL WHOLESALE	3,362
3,098	2,532	3,457	4,343	4,350	3,570	3,060	4,205		TOTAL ALL GROUPS	16,682
MCBEE UNIT ANALYSIS	MCBEE UNIT ANALYSIS	MCBEE UNIT ANALYSIS	MCBEE UNIT ANALYSIS	MCBEE UNIT ANALYSIS	MCBEE UNIT ANALYSIS	MCBEE UNIT ANALYSIS	MCBEE UNIT ANALYSIS	MCBEE UNIT ANALYSIS	REPORT OF SALES	PRINTED IN U.S.A.
FALK	HARRIS	GRANT	EPSOM	COLLINS	CARTER	DEWEY	JONES	NAME		

Sales Analysis

CITY		BRANCH		SALESMAN OR WAREHOUSE		COMMISSION RATE		7 4 3 2 1 MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC		7 4 3 2 1 CITY TAX		7 4 3 2 1 TWO		7 4 3 2 1 STG			
COST - 18.50		SALES + 26.50		CREDIT		7 10 9 8 7 6 5 4 3 2 1 C		7 10 9 8 7 6 5 4 3 2 1 C		7 10 9 8 7 6 5 4 3 2 1 C		7 10 9 8 7 6 5 4 3 2 1 C		7 10 9 8 7 6 5 4 3 2 1 C			
FREIGHT + 2.75		STATE TAX + .80		WHO. TAX +		CITY TAX +		EXCISE TAX +		7 10 9 8 7 6 5 4 3 2 1 C		7 10 9 8 7 6 5 4 3 2 1 C		7 10 9 8 7 6 5 4 3 2 1 C			
SALESMAN 16		COMM. RATE 5 1/2		PROOF TOTAL		+ TAX		+ FREIGHT		7 10 9 8 7 6 5 4 3 2 1 C		7 10 9 8 7 6 5 4 3 2 1 C		7 10 9 8 7 6 5 4 3 2 1 C			
				SUMMARY TOTAL 2		- COST		+ SALES		7 10 9 8 7 6 5 4 3 2 1 C		7 10 9 8 7 6 5 4 3 2 1 C		7 10 9 8 7 6 5 4 3 2 1 C			
1-M MEMPHIS		2-S SHEVEPORT		3-LR LITTLE ROCK		4-NO NEW ORLEANS		5-J JACKSON		6-D MERIDIAN		7-8-9-10		CENTRAL OFFICE		CAT. #26 STANDING LAMP	
1-M MEMPHIS		2-S SHEVEPORT		3-LR LITTLE ROCK		4-NO NEW ORLEANS		5-J JACKSON		6-D MERIDIAN		7-8-9-10		CENTRAL OFFICE		CAT. #26 STANDING LAMP	
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A McBee '360' Sales Analysis system can be made to yield any analysis required to boost marketing effectiveness.

The value of regular reports of company sales by salesmen, division, department, sales territory, market, product, type of customer (and possibly individual key customers), component parts, manufacturing activities, and other pertinent classifications is so well-established in some companies, it is surprising to learn that detailed sales analysis is by no means universal.

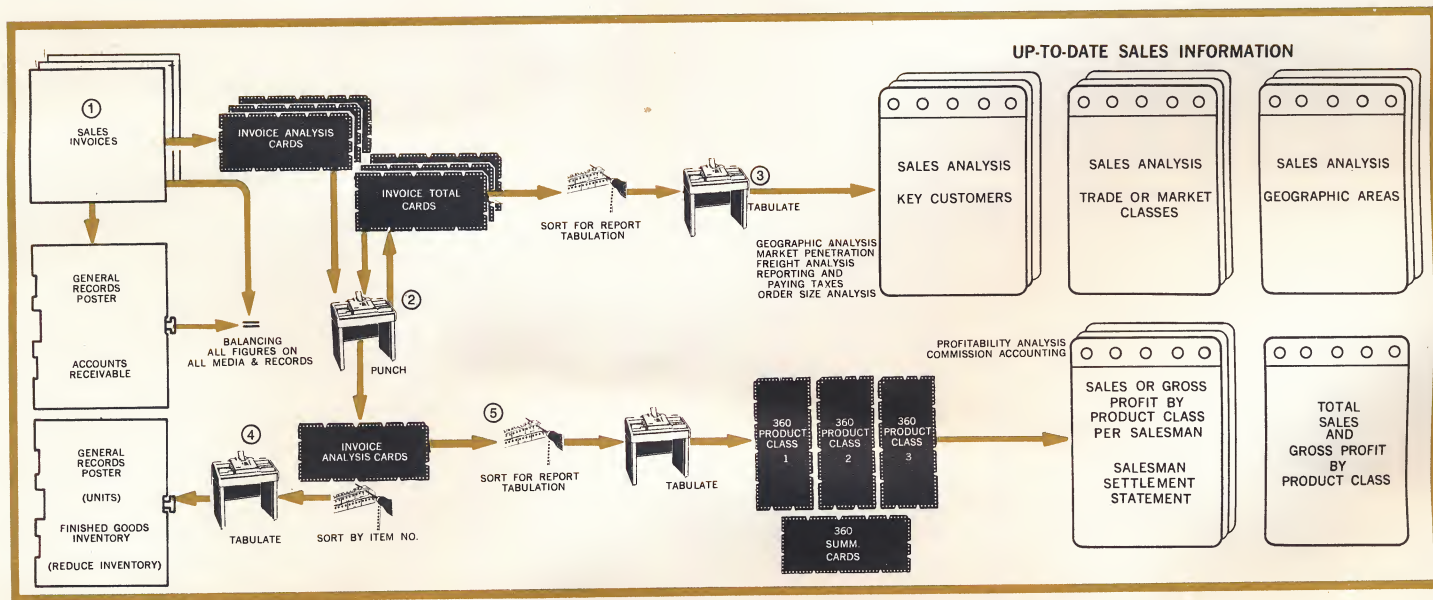
Company sales records are a prime source of marketing intelligence, and nothing can be more frustrating to marketing men than the inability to pull out sales statistics in meaningful, usable form. Of course, the benefits of current analyses of sales go beyond market measurement. Sales analysis is one of the prime ingredients in sales and production forecasting. It can lead to shorter delivery schedules . . . higher stock item/total production ratios . . . smaller, better-balanced inventories and shorter inventory turnover cycles . . . guidance for new product planning . . . profitability analysis by product . . . future equipment, facilities and manpower forecasting . . . in fact most of the important aspects of managing a business.

The flow chart below describes a typical '360' System for monitoring actual shipments. It starts with the preparation of the invoice (1) from which invoice analysis cards are prepared (this is often set up as a by-product of the invoice preparation itself). If a back order control system is in operation, it can be integrated into the shipping analysis system.

Invoice analysis cards are then tabulated on the '360' Tab Punch/Reader (2). This operation serves several purposes: it produces a total for balancing with the total amount posted to accounts receivable ledgers; it automatically code punches the invoice analysis cards; it automatically produces invoice total cards.

Invoice total cards are sorted and tabulated for invoice analyses (3). These include: geographic analysis; market penetration analysis; freight analysis; reporting and paying taxes; order size analysis, etc.

Invoice analysis cards are sorted by item number and summarized by the '360' Tab Punch/Reader to reduce finished goods inventory (4). They are then sorted by product class, by salesman (5) for profitability and commission accounting.



Call Reports

TRF. POLE NO.		SERV. POLE NO.		MAP SECTION		MAILING ADDRESS		EMPLOYEES		MAILINGS													
		1247352		105-20W		Box 725 Mayerstown, Pa.		11		<table border="1"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td> </tr> <tr> <td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>		1	2	3	4	5	6						
1	2	3	4	5	6																		
CUSTOMER PERSONAL						TITLE		MAILING ADDRESS															
B. G. Lock						Pres.		Same															
C. B. Stokes						Plant Mgr.		<table border="1"> <tr> <td>V</td><td>V</td><td>V</td><td>V</td><td>V</td><td>V</td> </tr> <tr> <td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>				V	V	V	V	V	V						
V	V	V	V	V	V																		
MISCELLANEOUS BUILDING DATA																							
AREA	SIZE	AREA	SIZE	POWER	POT.	INT.	POT.	ST.	POT.	POT.	POT.												
MFG.	6000 ϕ	BASE- MENT		8.44		INT.	8	18 KW															
WHSE.	2000 ϕ	KITCHEN		PROC.	~ 30kw	EXT.																	
MERCH.		OFFICE	1200 ϕ	WATER	40 gal	SCH.																	
STORAGE	2000 ϕ	TOILET		HEAT	4.5	WIND.																	
		TOTAL SQ. FT.	11,200 ϕ	SPACE		COOKING																	
				OTHER		SIGN.																	
TYPE OF SERVICE		ENTRANCE SIZE		PRESENT EQUIP. (MAJOR)		DATE INST.		KW/KVA		PRESENT EQUIP. (MAJOR)													
				Grinder		1964		20 H.P.		Misc. Rail Lorry													
				"		"		10 H.P.		"													
				Compressor		"		20 H.P.		Note: Equipment ordered but not yet installed													
				"		"		15 H.P.		"													
				Fath		"		5 H.P.		PRODUCED Wholesale tire recaps													
OTHER INFO.																							
Single building, 4 exp. sides, 2' ceiling, small.																							

Keysort Call Report forms are tailor-made to individual requirements. Complete flexibility as to size, number of copies, format and almost unlimited coding capacity enable McBee Systems Representatives to design the most effective form and system for each situation.

Salesmen's call reports are one of the best available opportunities for developing comprehensive marketing intelligence, as well as being the prime means for assessing individual and overall sales effectiveness. They constitute an organized way for sales management to obtain the "feedback" required for proper direction of the sales effort.

A system where each call report is a unit record opens up almost unlimited possibilities for market and sales performance analysis. If call reports are provided with the means to be quickly sorted and tabulated, desired results can be obtained on a current basis with minimum clerical expense, and without extra burden on salesmen.

With a properly constructed system, detailed market data of great value can be accumulated. As an example of this, one Keysort user (an electric utility company) has compiled complete data pertaining to power requirements (whether presently being supplied by electricity or not) on every industrial firm and institution in the territory being served. Market data is kept in each of fourteen district offices, and is capable of being analyzed on an individual office or overall basis. This invaluable information is contained on the reverse side of Keysort Call Reports, which are subsequently sorted and tabulated to produce reports of sales activity by district.

In another case, sales management of an industrial products company wanted to monitor sales activity on an overall basis, and also retain the ability to extract a detailed report on the sales activities of one man.

A four-part Keysort Call Report form provided the solution. This allows salesmen to record pertinent statistical data in a minimum amount of time by merely notching pre-printed designations on the edge of the form. These include the title of the person on whom the call was made, type of business, whether (and from whom) action is requested, salesman's identity number, time spent on the call, sales deterrent, trading area, with whom the call was made, yearly \$ potential for the product discussed (if more than one product, a separate report is filed for each), purpose of call, and a rating of the state of customer relations.

Distribution of the set is as follows: Original to Advertising Department, to be added to the promotional mailing list; Duplicate retained by the salesman; Triplicate to regional manager; Quadruplicate to the home office for statistical analysis.

Benefits. Monthly reports are prepared to show totals of calls by major market, region, territory, type of account, product, sales deterrent and other pertinent factors notched on the cards. Reports showing the activity of each salesman are also prepared. The resulting central control over the sales effort, coupled with the better two-way communication allowed, has markedly improved sales effectiveness. In addition, there is a definite psychological benefit to any monitoring system that salesmen know is capable of evaluating their efforts.

Sales Inquiries

35	34	33	LTR	30	29	28	27	26	25	24	23	22	21	7	4	2	1	SF	0	SF	0	7	4	2	1	8	7	6	5	4	3	2	1	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1
PUBLICATION OR SOURCE														APPLICATION														PRODUCT																								
Iron Age														INTERESTED IN - PRODUCT AND APPLICATION														calclines																								
Atomic ship #3326														SENT: Calcines brochure														LITERATURE																								
DATE SENT: October 23, 1964														SALES REPRESENTATIVE: PLEASE CHECK AND SEND ONE COPY TO GENERAL SALES MANAGER, AUGUSTA, GA.																																						
NAME AND ADDRESS														CALL: ☒ PERSONAL ☐ TELEPHONE ☐ FOLLOW-UP LATER																																						
Mr. Sidney Soren Independent Set Co. 1140 Borden Avenue Long Island City 1, N.Y.														PROSPECT: ☐ YES ☒ NO														CUSTOMER: ☐ YES ☐ NO																								
REMARKS:														no immediate need for product																																						
REFERRED TO: New York														DISTRICT: Oct. 26, 1964																																						

Each part of a Keysort Inquiry processing set serves a specific purpose. The typical system is a valuable asset to the advertising, marketing and sales efforts of the company.

Inquiries generated from advertising, direct mail, publicity and other promotional activities offer another opportunity for the company "systems" man. A multiple-part unit record created for each inquiry received can serve many purposes. Such a set could be constructed as follows: two copies for the salesman assigned to the inquirer's territory (second copy serves as a convenient form for reporting back on the sales call); home office (card) copy; label for sending the inquirer requested literature, samples, etc. If the card copy has a built-in "sortability," as in the case of a Keysort card, it can be used to quickly produce:

- 1) A periodic "delinquent" report of leads on which no "feedback" has been received from the field.
- 2) A periodic (usually monthly) analysis of inquiries by: source (name of publication, etc.); type of source (whether from advertising, publicity, etc.); product; sales territory; market and other wanted factors.
- 3) Refined analyses to provide guidance for future marketing effort. Such analyses can include: cost per inquiry by communication function and by publication; ratio of inquiry cost to resulting sales dollar volume. Not only are such analyses valuable in establishing the optimum communications mix, but they lead to a refinement of promotional effort almost impossible to achieve without them.

Business Intelligence Data

33	32	31	30	29	28	27	26	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1																																															
PLANT										SALES										FINANCE										PRODUCT										PROCESS										EXECUTIVE										ADV.										PERS.									
INTELLIGENCE ACTIVITY																																																																															
Ace Manufacturing Company 123 North Avenue Pittsburgh, Pa. 11423																																																																															

Facts about competitors can be quickly retrieved for any desired analysis when set down on Keysort cards similar to this.

In today's competitive business climate, it is important to know as much as possible about the competition, even to the extent of predicting the most likely response to a move on your part.

To set up a business intelligence system, one must first compile as much data as possible on each major competitor regarding: plant; sales; finance; products; processes; executives; advertising; personnel; production and other pertinent categories. This information can then be entered on Keysort unit records, so that it can be quickly retrieved for any desired analysis. New data gleaned from a variety of sources is incorporated into the system. Similar techniques can be used to record and analyze data accumulated from market studies.

Smaller marketing staff groups need not do without these aids, but often fail to take advantage of them, due to a lack of knowledge about how to effect such programs. This is where the "systems" expert can make a vital contribution to the company marketing effort.

Customer and prospect lists

[illegible]

This is an example of the type of Keysort customer-and-prospect card that has greatly improved marketing effectiveness for many progressive firms.

A sortable unit record file can be made to produce an almost infinite number of different lists of customers and prospects. By coding Keysort cards for desired factors, specific prospect lists for effective territory call planning, mailing of specialized material and other purposes can be quickly produced. A simple, but very effective "extra" for this type of list maintenance is the incorporation of an aperture duplicating master. Having obtained the wanted list through sorting for marginally-coded factors, it is then a simple matter to imprint sales follow-up cards or envelopes with the McBee Handiprinter.

An example of this Keysort application is a system used by many new and used car dealers. Numerous sources of information are available to dealers from the manufacturers, state license bureaus, credit bureaus, and from the dealer's personal lists showing make, year, model, style, license number, number of units owned, etc. and purchaser's name, address, occupation, method of financing of the cars sold in the area. The problem solved by the Keysort system is determining the most *logical* prospects for either new or used automobiles.

From the source information, a file of Keysort prospect cards with duplicating aperture is prepared. Marginal coding is for such factors as make of car or truck, year, model, type, size of truck, number of units owned, occupation of prospect, location, follow-up dates and coded name of prospect.

Once a month, the cards are sorted by the Keysort method by follow-up date. Using the McBee Handiprinter, two lists for salesmen are prepared from the cards responding to the sort . . . one for new car prospects and one for used car prospects. Salesmen are required to report the results of their calls and if the sale is not made, they establish a new call-back or follow-up date, which is notched on the prospect card.

In addition to the new and used car lists the system is used for many other sales aids. For example, from data recorded on the cards, the buying habits of customers are established, date of last payment establishes the time to contact an owner for the purchase of a new car, sorting by make of automobile or truck provides prospect lists for any particular make of vehicle on the used car lot — for instance — a 1963 Plymouth is available; therefore the most logical prospect would be the present owner of a 1959 or 1960 Plymouth. The Keysort cards reveal these owners, and a list prepared with the Handiprinter provides the salesmen with qualified prospects. The Keysort cards are also used in other ways to determine prospects. To illustrate, if a list is desired for a salesman to canvass a certain area of the city, the cards are sorted by Post Office and postal zone number; if in a rural area by Post Office and route. If literature is to be sent out to truck owners, the cards are sorted by size of truck for appropriate literature which is addressed with the Handiprinter.

The opportunities to use the unique capabilities of Keysort cards with the aperture duplicating master are almost unlimited. Hundreds of clubs, associations, etc., have streamlined membership and dues accounting procedures with these methods. Many real estate firms match available homes with prospective home buyers, both locally and through "multiple listing" by maintaining Keysort card records.

Warranty cards

DISTRIBUTOR										SERIAL NUMBER																			
HUND.					TENS					UNITS					HUND.					TENS					UNITS				
123-45										8765-3																			
THIS IS YOUR WARRANTY CARD										PLEASE PRINT																			
PLEASE KEEP IT WITH YOUR CAR.										COMPRESSOR SERIAL NO. 8765-3																			
IT MUST BE PRESENTED TO AN AUTHORIZED MARK IV SERVICE CENTER										DATE INSTALLED NOV. 5, 1963																			
IF ADJUSTMENTS OR DEFECTS ARE FOUND DURING WARRANTY PERIOD.										ADAPTER KIT NO. 21B 64																			
NOTE THAT FACTORY WARRANTY DOES NOT INCLUDE LOSS OF REFRIGERANT. FOR LIST OF SERVICE CENTERS WRITE:										CUSTOMER'S NAME ROBERT LLOYD																			
										ADDRESS 8 BRANSON ROAD																			
										CITY ATHENS STATE OHIO																			
										MAKE OF CAR BUICK YEAR 62 SERIES 4819																			
										ENGINE 6 X 6 STEERING SS PS X																			
										INSTALLING GARAGE JONES BUICK CO																			
										ADDRESS W. STATE ST																			
										CITY ATHENS STATE OHIO																			
										DISTRIBUTOR 142																			

Keysort Warranty cards provide sales analysis and marketing research data in a systematic manner at low cost.

Warranty cards are an excellent means for gathering market research data at the retail level. The Keysort Warranty Card System is economical, flexible and simple to process. These are typical results being gained by users.

- (1) Information from the Warranty Cards tells accurately, and in depth, what is going on at the consumer and retail levels.
- (2) Provides knowledge, usually for the first time, of the approximate shelf time of the products.
- (3) Information on the cards tells the sex of the buyer, reason for purchase, media that prompted the purchase, plus an insight into the consumers.
- (4) Returned cards, quickly and easily classified, provide a complete consumer-level sales picture.
- (5) Cards designed to show model number, color, date of manufacture, etc. provide vital information for the Design, Sales, and Production Departments.

Here is the procedure used by a manufacturer of electrical appliances.

There is a Warranty Card for each product, with question format keyed specifically to the item.

Cards are batch-grooved for year and month of manufacture, model number, size and color. The grooved cards are delivered to the production line where one is put in every product carton, always in the same easy-to-find place.

Once in the hands of the consumer, the card is usually filled in and returned. A pre-sort of the Warranty Cards is obtained by using a different Post Office box number as a part of the return address for each product. Thus, the cards are sorted by *product* even before they arrive in the Marketing Research section.

The first breakdown is a direct sort by model number within the product classification. That is, sort the "Fan" bundle by its various models. The sorted cards, in turn, are run through a Pitney-Bowes Tickometer for rapid count. In just two quick steps we now have a good idea of each model's retail sales. Repeat the two-step operation for each of the other products; i.e., Electric Blankets, Fan Heaters, Vaporizers, Heating Pads, Portable Air Coolers, Hair Dryers, etc.

The formula used to estimate returns is a direct result of the Keysort system. The number of any particular model manufactured over a given period is known. Periodically the returned Warranty cards are sorted by the Keysort method to determine how many came back from a particular production run. By following this practice from time to time, the percentage figure is continually adjusted. Cards are then filed for duration of the warranty period.

McBEE

McBEE SYSTEMS A DIVISION OF LITTON INDUSTRIES

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SALES AND SERVICE OFFICES IN ALL PRINCIPAL CITIES